

# Bachelor of Science in Business Administration

General Business Emphasis

Major Code GB00

CIP: 520101

Cr Hrs

| General Education CORE 42 Requirements 42*                            |   | 33         |
|---|---|------------|
| Area 1A   | Social & Behavioral Sciences (ECON 201/202)     |            |
| Area 1B   | Civics Engagement                               | 3          |
| Area 2A   | Written Communication                           | 6          |
| Area 2B   | Oral Communication                              | 3          |
| Area 3A   | Natural Science Non-Lab                         | 3          |
| Area 3B   | Natural science With Lab                        | 4          |
| Area 4  | Mathematics (MATH 125 recommended)              | 3          |
| Area 5A   | Humanities                                      | 6          |
| Area 5B   | Fine Arts                                       | 3          |
| Area 5C   | Global Competencies (IB 310)                    |            |
| Area 5D   | Health and Wellness                             | 2          |
| <b>UE 100</b>   | <b>First Year Experience**</b>                  | <b>1</b>   |
| <b>Business Core*</b>   |   | <b>39</b>  |
| ACCT 201  | Principles of Financial Accounting              | 3          |
| ACCT 202  | Principles of Managerial Accounting             | 3          |
| ECON 201  | Principles of Economics – Macro*                | 3          |
| ECON 202  | Principles of Economics – Micro*                | 3          |
| FIN 350   | Financial Management                            | 3          |
| GB 301  | Legal Environment of Business I                 | 3          |
| GB 320  | Business Communication                          | 3          |
| GB 321  | Business Statistics I                           | 3          |
| IB 310  | International Business*                         | 3          |
| MGMT 237  | Using Information Systems                       | 3          |
| OR  |   |            |
| CIS 305   | Microcomputer Applications (3)                  |            |
| MRKT 300  | Principles of Marketing                         | 3          |
| MGMT 350  | Fundamentals of Organizational Management       | 3          |
| MGMT 452  | Strategic Management***                         | 3          |
| Required Courses choose 12 hrs from at least 4 of the following areas |   | <b>12</b>  |
| <b>Accounting:</b>  |   |            |
| ACCT 309  | Accounting Information Systems                  |            |
| ACCT 385  | Cost Accounting                                 |            |
| <b>Finance/Economics:</b>   |   |            |
| ECON 300  | Money and Financial Institutions                |            |
| FIN 411   | Investments                                     |            |
| FIN 450   | Financial Strategy                              |            |
| <b>International Business:</b>  |   |            |
| IB 400  | International Marketing                         |            |
| IB 410  | International Management                        |            |
| <b>Management:</b>  |   |            |
| MGMT 352  | Human Resource Management                       |            |
| MGMT 431  | Operations Management                           |            |
| MGMT 441  | Organizational Behavior                         |            |
| <b>Marketing:</b>   |   |            |
| MRKT 401  | Integrated Marketing Communications             |            |
| MRKT 405  | Internet Marketing                              |            |
| MRKT 432  | Consumer Behavior                               |            |
| <b>Advanced Business Electives (300 level or above)</b>               |   | <b>12</b>  |
| <b>Electives</b>  |   | <b>23</b>  |
| <b>Total</b>  | Must include at 39 upper division (300-400) hrs | <b>120</b> |

\*ECON 201 and 202 satisfies CORE 42 area 1A (6 hrs). IB 310 satisfies CORE 42 area 5C (3 hrs).

MATH 125 recommended

\*\*Degree Requirement H, may also be met by HNRS 101 (2 credit hours)

\*\*\*MGMT 452 should be taken during the last semester of university work.